

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **ROSS KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Confirmation No.: **4989**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Reference EB is a Rejection Decision from the Chinese Patent Office in a counterpart Chinese Patent Application No. 200480042062.3. A copy of that Rejection Decision, as well as a translation thereof, is provided.

Reference EC is an Official Letter of Inquiry from the Japanese Patent Office in a counterpart Japanese Patent Application No 2006-547590. A copy of that Official Letter of Inquiry, as well as a translation thereof, is provided.

Reference ED is Decision of Rejection from the Japanese Patent Office in a counterpart Japanese Patent Application No. 2010-018809. A copy of that Decision of Rejection, as well as a translation thereof, is provided.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1) and the fee set forth in 37 C.F.R. § 1.17(p), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

September 26, 2011

A handwritten signature in dark ink, appearing to read "John C. Pokotylo", written over a horizontal line.

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